



Acer Laboratories Inc.

Computing, Convergence & Beyond

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The Ever-Increasing PC Computing Power

- **Intel CPU System Architecture**

– **PC XT** → **80186** → **80286** →
80386 → **80486** → **Pentium** →
Pentium II → **Pentium III** → **Pentium 4**

- **AMD CPU System Architecture**

– **80286** → **80386** → **80486** →
K5 → **K6** → **Athlon**

The Ever-Increasing PC Computing Power (cont.)

- **DRAM**

– **FPM DRAM** → **EDO DRAM** →
SDRAM → **PC133 SDRAM** →
DDR DRAM

- **Peripheral Bus**

– **ISA** → **EISA** → **VESA** → **PCI**

- **Graphics**

– **Monochrome** → **EGA** → **VGA** →
2D → **3D** → **AGP**



The Role of Chipset

- **Based on the specifications of CPU, DRAM, peripheral bus and AGP bus, core logic chipset bridges the surrounding key components and optimizes system performance to the best.**



PC's Contribution

- PC industry has established a revolution model than it was before
 - An open standard architecture
 - Digitalization of high performance computing
 - Drops to street price for most people to afford
 - Deeply penetrates to people's life at work and at home



From PC & CE to IA Market

- **PC Characteristics**
 - **Open Architecture**
 - **Massive Computing Power**
 - **Economy of Scale**
 - **Complex system**
 - **Limit only to the knowledgeable users**
- **CE Characteristics**
 - **Low Cost**
 - **Easy to Use**
 - **Robustness**
 - **Simple functions**



Marching From the PC Angle...

- **Take advantage of the current PC industry infrastructure**
- **Take advantage of the currently available IP's and software**
- **Easy to connect and less compatibility issues due to open standard**
- **Need to simplify features and functions to fit the mass market requirement**

Marching From the CE Angle...

- Easy to penetrate into majority households
- Analog designs dominated in the past
- Need to go through the digitization process to fit the IA market requirement
 - **Ex. The digitization of audio and video functions in a DVD player**
- Digitization also able to inherit the benefits of the mature PC industry
- Connecting - a new wave for CE



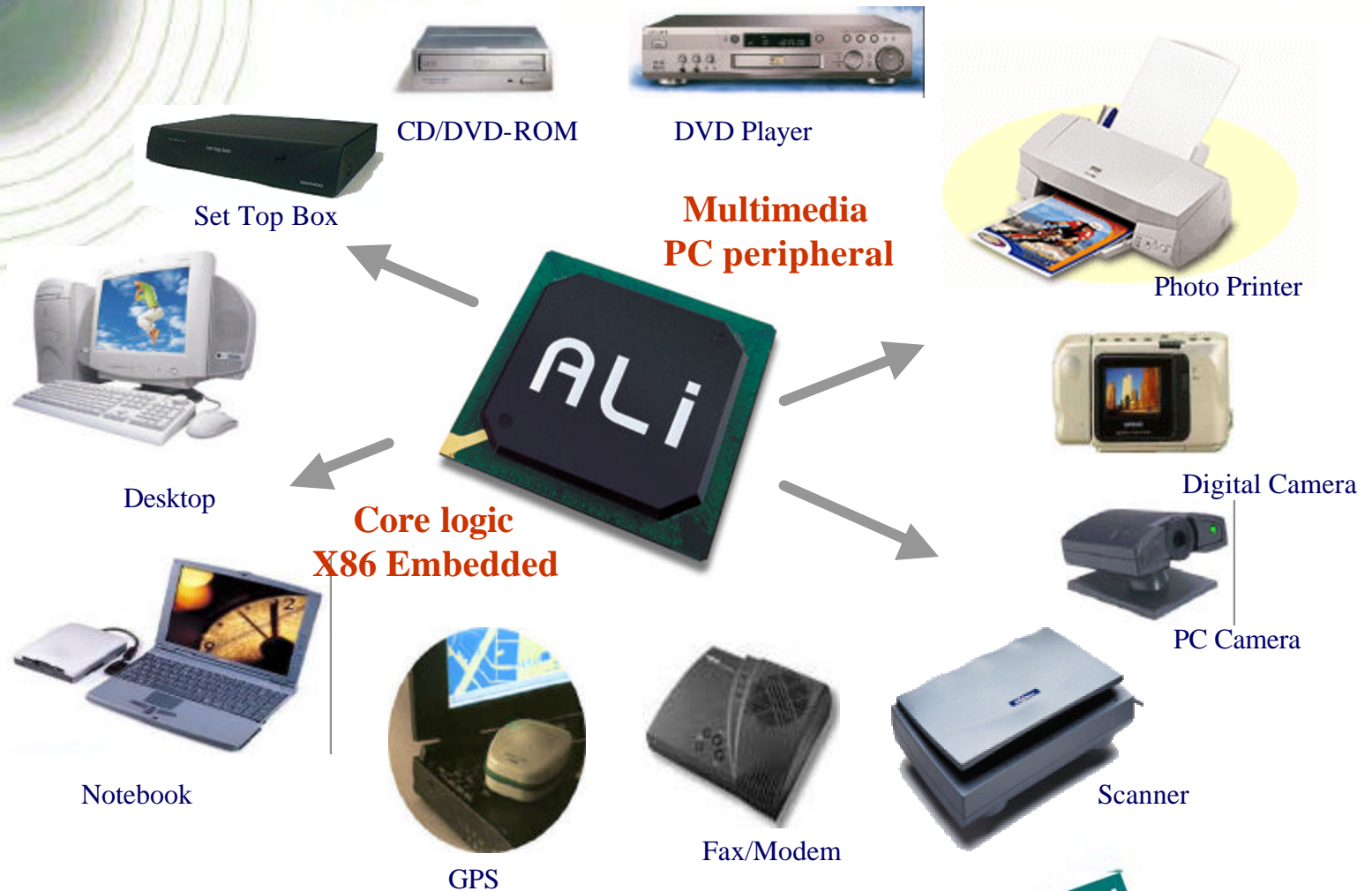
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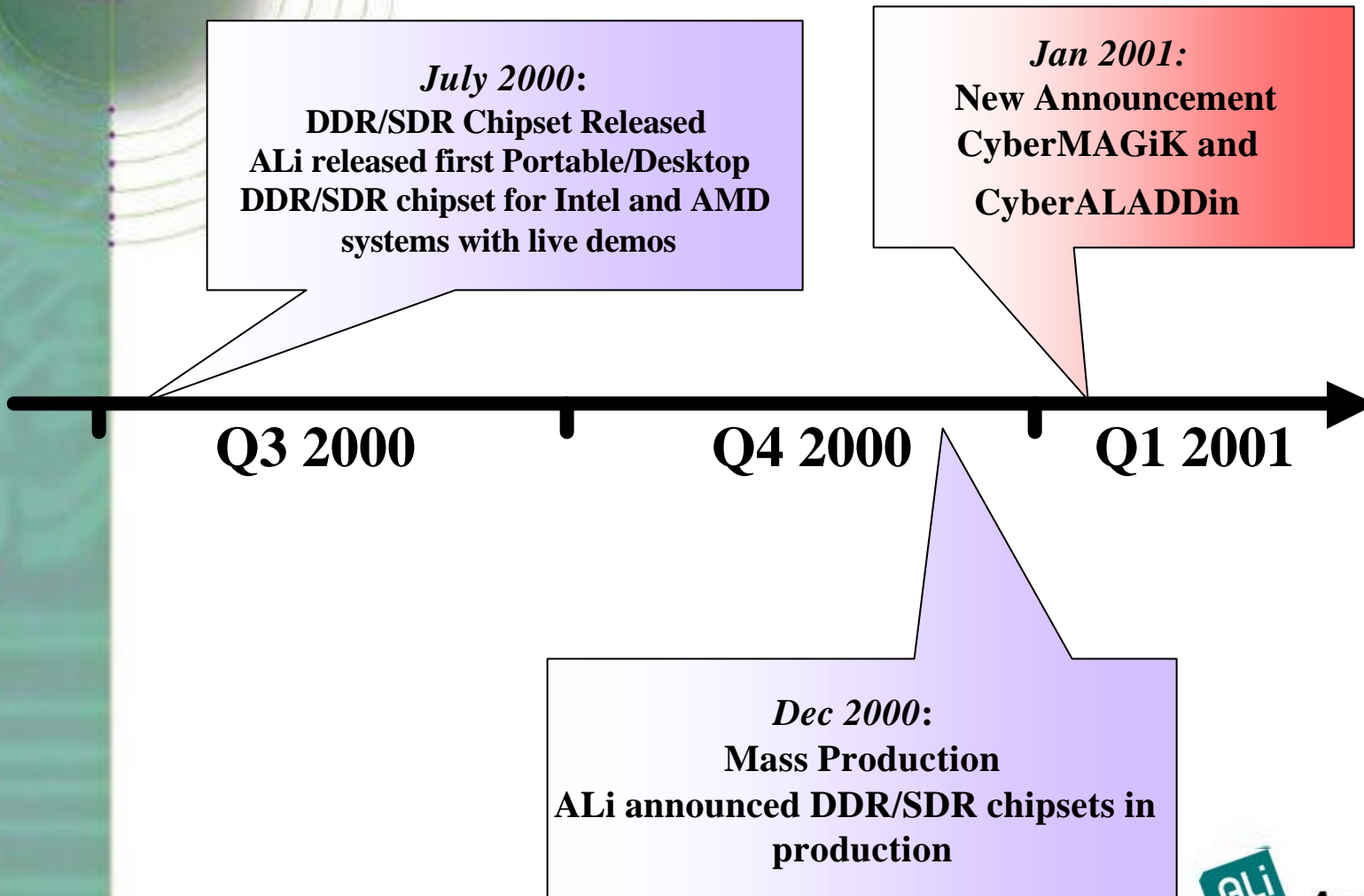
Born the Convergence Market

- **Transitional state in the initial stage**
- **Evolving multiple platforms inheriting functions and benefits from CE and PC**
- **Growth rate bigger than the PC scale**
 - **Multi-purpose mobile phones**

Product Applications



ALi's DDR Commitment





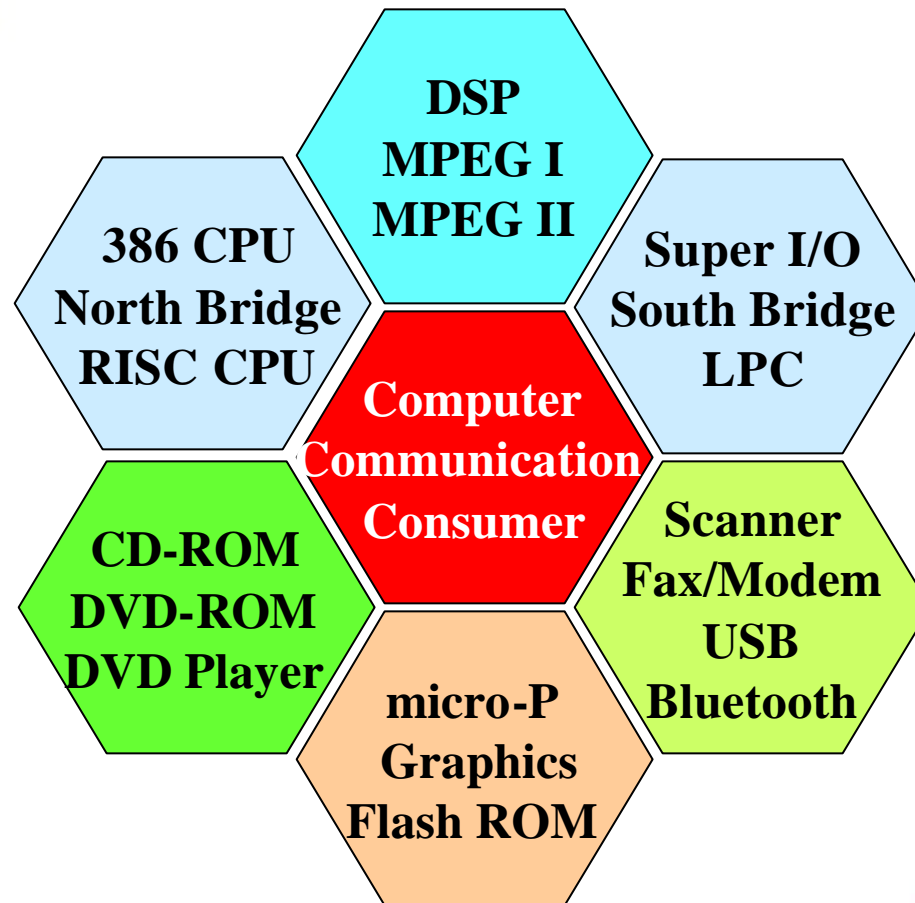
ALi's DVD Commitment

- Long term commitment to develop DVD related ICs
 - 1995 : introduced MPEGI IC
 - 1996 : introduced CD-ROM decoder
 - 1997 : introduced MPEG II IC
 - 1999 : introduced DVD servo controller
 - 2000 : introduced DVD total solution
 - DVD servo controller (M5701)
 - RF AMP (M5703)
 - MPEG II DVD decoder (M3321C)
 - Micro Controller/Flash (M6759)



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ALi Convergence Capability





And Beyond...

- **ALi is ready to embrace the unlimited market potentials with partners**